

Message Text

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ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 DRC-01 RSC-01 /034 W

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R 191625Z JUN 74

FM AMEMBASSY ASUNCION

TO SECSTATE WASHDC 2821

UNCLAS SECTION 1 OF 3 ASUNCION 2530

E.O. 11652: N/A

TAGS: BEXP, PA

SUBJECT: FY 1975 COMMERCIAL ACTION PROGRAM FOR PARAGUAY

REF: 1) STATE A-4304, 5/21/74; 2) ASUNCION A-24, 4/8/74

1. INTRODUCTION: EMBASSY EXPECTS THAT ACTUAL PHYSICAL CONSTRUCTION OF AT LEAST ONE, POSSIBLY TWO, AND CONCEIVABLY THREE, LARGE REGIONAL HYDROELECTRIC PROJECTS MAY COMMENCE DURING FY75. THESE PROJECTS, DESCRIBED IN REF 2, WHICH ARE TO BE BUILT ON THE PARANA RIVER IN COOPERATION WITH ARGENTINA AND BRAZIL, CONSTITUTE BY FAR THE MOST PROMISING OPPORTUNITY FOR SIGNIFICANT INCREASES IN SALES OF US PRODUCTS AND SERVICES IN PARAGUAY. THEREFORE, THE EMBASSY BELIEVES THAT PROMOTION OF US GOODS AND SERVICES IN THIS FIELD SHOULD HAVE THE HIGHEST PRIORITY OVER OTHER POTENTIAL TRADE PROMOTION ACTIVITIES BY THE EMBASSY'S LIMITED ECONOMIC/COMMERCIAL STAFF (TWO OFFICERS, TWO LOCAL EMPLOYEES AND ONE SECRETARY). THE EMBASSY HAS IDENTIFIED THE FOLLOWING PRODUCT/SERVICE GROUPS AS THOSE HAVING THE GREATEST POTENTIAL FOR INCREMENTAL US SALES DURING FY75 AND BEYOND:

1. HYDROELECTRIC PROJECT DESIGN AND CONSTRUCTION MANAGEMENT SERVICES;
2. EARTH-MOVING AND CONSTRUCTION EQUIPMENT;
3. CONSTRUCTION MATERIALS, EXTRACTION AND PROCESSING EQUIPMENT;
4. HEAVY-DUTY, HIGH CAPACITY TRUCKS.

2. THE EMBASSY'S PROPOSED CAP CONSISTS ESSENTIALLY OF A) INTELLIGENCE AND B) PROMOTION ACTIVITIES. WE DO NOT ANTICIPATE ANY SITUATION DURING FY75, WHICH WOULD CALL FOR COUNTER-RESTRAINT ACTIONS.

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3. BINATIONAL COMMISSIONS COMPOSED OF PARAGUAY/BRAZILIAN AND PARAGUAYAN/ARGENTINE RERESENTATIVES WILL JOINTLY DECIDE MATTERS RELATING TO SELECTION OF SUPPLIES OF GOODS AND SERVICES TO SUBJECT PROJECTS. PARAGUAY'S ARGENTINE AND BRAZILIAN COMMISSION CO-MEMBERS ARE LIKELY TO CARRY MORE WEIGHT IN THIS PROCESS THAN WILL PARAGUAYAN MEMBERS. UNDER THESE CIRCUMSTANCES, EMBASSY PERCEIVES ITS ROLE AND INTEEST AS PROVIDING AND/OR FACILITATING THE PROVISION OF INFORMATION TO ENABLE PARAGUAYA COMMISSION MEMBERS TO EFFECTIVELY EVALUATE ALTERNATIVES TO ARGENTINE OR BRAZILIAN PREFERENCES WHICH MAY RUN COUNTER TO US COMMERCIAL INTERESTS.

CAMPAIGN NO. 1 - HYDROELECTRIC PROJECT DESIGN AND CONSTRUCTION MANAGEMENT SERVICES

ANNUAL MAN-DAY ALLOTMENTS:

FSO-4 J.L. SMITH 45 MD

FSL-10 H. CEUPPENS 22 MD

ACTION: 1: EFFECTIVE AUGUST 15, SMITH WILL, ON A ROUTINE AND REGULAR BASIS CALL OR VISIT THE PRESIDENT OF ANDE(PARAGUAYAN ELECTRIC POWER MONOPOLY; ONE PARAGUAYAN MEMBER EACH OF THE ITAIPU COMMISSION BOARD OF DIRECTORS AND THE ITAIPU ADMINISTRATIVE COUNCIL, AND ONE PARAGUAYAN MEMBER EACH OF THE YACYRETA-APIPE AND "CORPUS" COMMISSIONS, IN ORDER TO KEEP ABREAST OF PROJECT DEVELOPMENTS, WITH REGARD TO STATUS OF SOLICITATION OF BIDS/PROPOSAL EVALUATIONS/ SLECTION OF ENGINEERING OR CONSTRUCTION MANAGEMENT FIRMS. SCHEDULES WILL VARY, BUT MAY BE EXPECTED TO AVERAGE ONE CONTACT PER WEEK WITH EACH AGENCY.

ACTION 2: DMCLAIN, JR (POLITICAL CHIEF) WILL CONTINUE, DURING HIS PERIODIC CALLS AT THE MINISTRY OF FOREIGN RELATIONS, TO SEEK INFORMATION REGARDING POLITICAL DEVELOPMENTS RELATING TO GOP ACTIVITIES VIS-A-VIS GOVERNMENT OF BRAZIL OR GOVERNMENT OF ARGENTINA VIEWS ON THE ITAIPU, YACYRETA-APIPE OR CORPUS PROJECT TREATY INTER- PRETATIONS OR IMPLEMENTATIONS.

ACTION: 3: EFFECTIVE IMMEDIATELY, CEUPPENS WILL BEGIN TO RESEARCH AND REPORT FOR TRANSMISSION TO USDOC, INFORMATION ABOUT THE CURRENT TECHNICAL SPECIFICATIONS OF THE THREE PROJECTS REFERENCED IN ACTION 2, AND TO REPORT PROMPTLY ANY CHANGES IN THOSE SPECIFICATIONS
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AS STUDY COMMISSIONS EVOLVE THEIR RECOMMENDATIONS, OR WORK PROGRESS REQUIRES SUCH MODIFICATIONS.

ACTION 4: BEFORE JULY 31, THE AMBASSADOR WILL HOST A FILM SHOWING/ SOCIAL EVENT FOR APPROXIMATELY 35 OF THE MOST INFLUENTIAL GOP OFFICIALS CHARGED WITH RESPONSIBILITY FOR PROJECTS REFERENCED IN ACTION 2. (PLANNED EXPENSE OF \$100).

ACTION 5; EFFECTIVE IMMEDIATELY, JACOBY (PAO) WILL BEGIN TO MAINTAIN A LIST OF AVAILABLE PROMOTIONAL FILMS ON U.S. HYDROELECTRIC ACCOMPLISHMENTS. PERIODIC REVIEWS OF THIS LISTING WILL BE MADE BY APPROPRIATE EMBASSY PERSONNEL TO SELECT THOSE FILMS MOST APPROPRIATE FOR FUTURE SHOWING TO EMBASSY TARGET AUDIENCE OF PARAGUAYAN MEMBERS OF BINACTIONAL HYDROELECTRIC PROJECT COMMISSIONS, AND OTHER INFLUENTIAL PARAGUAYANS.

ACTION 6: EFFECTIVE IMMEDIATELY, JACOBY (PAO) WILL BEGIN A CAMPAIGN TO PLACE ARTICLES AND PHOTOGRAPHS DEALING WITH US HEAVY CONSTRUCTION EXPERIENCE, IN LOCAL NEWSPAPERS AND OTHER APPROPRIATE PRINTED MEDIA. THE LOCAL TELEVISION STATION WILL ALSO BE ENCOURAGED TO SCREEN FILMS (TO BE OBTAINED BY JACOBY) WHICH DEAL WITH THIS SUBJECT.

ACTION 7: EFFECTIVE WITH THE NEXT MEETING, INTELLIGENCE CONCERNING REGIONAL HYDROELECTRIC DEVELOPMENTS WILL BE GIVEN SPECIAL EMPHASIS IN THE AMBASSADOR'S BIMONTHLY AMERICAN BUSINESSMEN'S MEETINGS, WHICH ARE ATTENDED BY THE DCM, BOTH OFFICERS OF THE ECONOMIC/COMMERCIAL SECTION, REPRESENTATIVES OF AMERICAN FIRMS WITH OPERATIONS IN PARAGUAY, AND AMERICAN CITIZENS WHO OWN OR MANAGE PARAGUAYAN-BASED FIRMS.

ACTION 8: SMITH AND JACOBY WILL CONTINUE THEIR PROGRAMMING TO ARRANGE FY75 IV GRANTS FOR IGOR FLEISCHER, UNDERSECRETARY FOR INDUSTRY OF THE PARAGUAYAN MINISTRY OF INDUSTRY AND COMMERCE; A MINIMUM OF TWO AND A MAXIMUM OF FOUR HIGH-RANKING OFFICIALS OF ANDE (PARAGUAYAN NATIONAL ELECTRIC POWER ADMINISTRATION), POSSIBLY TO INCLUDE ING. ENZO DEBERNARDI, PRESIDENT OF ANDE; AND PARTIAL IV GRANT AND FACILITATIVE ASSISTANCE TO PARAGUAYAN MINISTER OF INDUSTRY AND COMMERCE, DR. DELFIN UGARDE CENTURION, AS WELL AS OTHER CABINET-LEVEL PARAGUAYAN OFFICIALS BELIEVED TO HAVE INFLUENCE ON DECISIONS INVOLVING SUBJECT HYDROELECTRIC PROJECTS, AS THE PLANS UNCLASSIFIED

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OF THESE OFFICIALS TO TRAVEL TO THUS BECOME KNOWN.

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ACTION 9: EFFECTIVELY SMITH AND OR WILSON WILL INTENSIFY THEIR CONTACT WITH THEIR COUNTERPARTS IN THE LOCAL BRAZILIAN AND ARGENTINE EMBASSIES. SCHEDULES MAY VARY, BUT MAY BE EXPECTED TO AVERAGE ONE CONTACT PER MONTH WITH EACH EMBASSY TO GATHER UP-TO-DATE INFORMATION RELATED TO ARGENTINE/BRAZILIAN PLANS FOR HYDRO-ELECTRIC PROJECT TREATY IMPLEMENTATION AND CONTRACT AWARDS.

CAMPAIGN NO. 2 - EARTHMOVING AND CONSTRUCTION EQUIPMENT

ANNUAL MAN-DAY ALLOTMENTS:

FSO-4 J.L. SMITH 11 MD

FSO-6 D.A. WILSON 22 MD

FSL-8 R. MARTI 45 MD

ACTION 1: EFFECTIVE AUGUST 15, IN CONJUNCTION WITH CAMPAIGN NO. 1, ACTION 1, SMITH WILL ATTEMPT TO OBTAIN INFORMATION FROM REFERENCED PARAGUAYAN CONTACTS REGARDING BINATIONAL COMMISSION'S DECISION-MAKING PROCEDURES REGARDING PURCHASE CONTRACT ISSUANCE FOR SUBJECT PRODUCT CATEGORY, REPORTING THE OUTCOME OF THESE INQUIRIES TO USDOC AS THEY MAY BE OF INTEREST TO US FIRMS.

ACTION 2: EFFECTIVE SEPTEMBER 1, WILSON AND MARTI WILL INITIATE CENSUS OF PARAGUAYAN FIRMS REPRESENTING ALL MAKES OF SUBJECT PRODUCT CATEGORY. WILSON WILL THEN PREPARE A MODIFIED MARKET SURVEY OUTLINING THOSE EQUIPMENT LINES WHERE US FIRM REPRESENTATION IS ABSENT, OR APPEARS TO BE INADEQUATE. THE RESULTS OF THIS CENSUS AND SURVEY WILL THEN BE REPORTED TO USDOC. BASED ON USDOC ADVICE AS TO WHICH NEW TO MARKET US EQUIPMENT MANUFACTURERS SHOW INTEREST IN ESTABLISHING REPRESENTATIVES IN PARAGUAY, SMITH AND WILSON WILL DISTRIBUTE AND DISCUSS WITH POTENTIAL PARAGUAYAN UNCLASSIFIED

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REPRESENTATIVES PROMOTIONAL MATERIAL TO BE MADE AVAILABLE BY INTERESTED US FIRMS. BASED ON THIS SERIES OF INTERVIEWS, WILSON WILL REPORT TO USDOC THOSE LOCAL FIRMS INTERESTED IN ESTABLISHING NEW REPRESENTATIONS, AND THE NAMES OF EQUIPMENT MANUFACTURERS WITH WHOM THEY WISH TO CORRESPOND.

ACTION 3: ON OR ABOUT OCTOBER 1, THE AMBASSADOR, DCM, OR COMMERCIAL ATTACHE, WILL HOST A RECEPTION FOR PARAGUAYAN REPRESENTATIVES OF

AMERICAN MANUFACTURERS OF SUBJECT PRODUCT CATEGORY, WITH INFLUENTIAL PARAGUAYAN GOVERNMENT OFFICIALS AND REGIONAL REPRESENTATIVES OF SUBJECT AMERICAN FIRMS TO ALSO BE INVITED TO ATTEND. (PLANNED COST OF \$100).

ACTION 4: WITHIN ONE MONTH OF COMPLETION OF CENSUS OF PARAGUAYAN REPRESENTATIVES OF AMERICAN MANUFACTURERS OF SUBJECT EQUIPMENT CATEGORY, JACOBY (PAO) TO ARRANGE A PUBLIC RELATIONS SEMINAR FOR THOSE REPRESENTATIVES WHO INDICATE AN INTEREST. SEMINAR SUBJECTS TO INCLUDE US POWER TECHNOLOGY, URBANISM, AND ECOLOGY AS RELATED TO REGIONAL HYDROELECTRIC PROJECTS AND OTHERS WHICH MAY BE SUGGESTED OR OFFERED BY PRINCIPAL AMERICAN FIRMS REPRESENTED.

ACTION 5: BY OCTOBER 1ST, JOHNSON (IO) WILL DEVELOP A LIST OF SPANISH LANGUAGE CONSTRUCTION EQUIPMENT OPERATION INSTRUCTION FILMS AVAILABLE FROM US MANUFACTURERS OR OTHER US SOURCES. BY NOVEMBER 1ST, WILLSON WILL CONTACT SNPP, (SERVICIO NACIONAL DE PROMOCION PROFESIONAL), THE PARAGUAYAN VOCATIONAL TRAINING AGENCY, TO DETERMINE WHICH OF THE AVAILABLE FILMS HAVE THE GREATEST INTEREST FOR INCORPORATION INTO THEIR COURSES OF INSTRUCTION. JOHNSON WILL THEN ARRANGE FOR LOAN OR PURCHASE WITH SUPPLIER OF FILMS.

CAMPAGIN NO 3 - CONSTRUCTION MATERIALS EXTRACTION AND PROCESSING EQUIPMENT.

ANNUAL MAN-DAY ALLOTMENTS:

FSO-4 JL SMITH 11 MD
FSO-6 DA WILSON 25 MD
FSL-10H CEUPPENS 45 MD

ACTION 1; SEE CAMPAIGN NO 2, ACTION 1. IN ADDITION SMITH WILL SEEK INTELLIGENCE RELATING TO THE PROBABLE OUTCOME OF BI-UNCLASSIFIED

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NATIONAL COMMISSION DELIBERATIONS REGARDING RELATIVE PROPORTIONS OF RAW MATERIALS, BY TYPE, TO BE SUPPLIED BY PARAGUAYAN-BASED FIRMS VS. THE PROPORTIONS TO BE SUPPLIED BY OTHER THAN PARAGUAYAN-BASED FIRMS.

ACTION 2: BY OCTOBER 1, CEUPPENS WILL CONDUCT A CENSUS OF PARAGUAYAN RESOURCES OF SUITABLE TYPES OF CONSTRUCTION MATERIALS TO INCLUDE: TIMBER, STONE, GRAVEL, AND SAND, AND IDENTIFY THOSE PARAGUAYAN-BASED FIRMS MOST LIKELY TO PROVIDE SUBSTANTIAL QUANTITIES OF EACH TO THE VARIOUS HYDROELECTRIC PROJECTS.

ACTION 3: BY NOVEMBER 1, WILSON WILL CONTACT MANAGERS OF PARAGUAYAN FIRMS IDENTIFIED BY CEUPPENS TO DEVELOP INFORMATION FOR PREPARATION OF TRADE OPPORTUNITIES FOR SUPPLIERS OF APPROPRIATE TYPE OF EQUIPMENT, AND US FIRMS PROVIDING EXTRACTION AND PROCESS-

SING INDUSTRIES CONSULTING AND MANGEMENT SERVICES.

CAMPAIGN 4 - HEAVY-DUTY HIGH CAPACITY TRUCKS

ANNUAL MAN-DAY ALLOTMENTS

FSO-4 JL SMITH 11 MD
FSO-6 DA WILSON 22 MD
FSL-10 H CEUPPENS 45 MD

ACTION 1: SEE CAMPAIGN 2, ACTION 1

ACTION 2: BY DECEMBER (AND CONTINUING AS NECESSARY) AND IN CON-
JUNCTION WITH CAMPAIGN NO 3, ACTION 2, CEUPPENS WILL PREPARE A
LOGISTIC SURVEY OF PARAGUAY, DEMONINATING RESPECTIVE VOLUMES OF
VARIOUS TYPES OF CONSTRUCTION MATERIALS TO BE TRANSPORTED TO HYDRO-
ELECTRIC PROJECT CONSTRUCTION SITES, NOTING LIKELY TRANSPORTATION
MODES AND ROUTES, THEREBY IDENTIFYING NUMBER AND TYPE OF SUBJECT
EQUIPMENT CATEGORY WHICH WILL BE REQUIRED TO TRANSPORT NECESSARY
RAW MATERIALS TO CONSTRUCTION SITES, BASED ON BEST AVAILABLE CON-
STRUCTION SCHEDULE ESTIMATES.

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ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 DRC-01 RSC-01 /034 W
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FIRMS IDENTIFIED BY CUEPPENS TO DEVELOP INFORMATION FOR PREPARA-
TION OF TRADE OPPORTUNITIES OF RUS SUPPLIERS OF APPROPRIATE
TYPE OF EQUIPMENT, AND US FIRMS PROVIDING EXTRACTION AND PROCES-
ING INDUSTRIES CONSULTING AND MANAGEMENT SEFVICES.
CAMPAIGN 4 - HEAVY-DUTY HIGH CAPACITY TRUCKS

ANNUAL MAN-DAY ALLOTMENTS
FSO-4 J.L. SMITH 11 MD
FSO-6 D.A. WILSON 22 MD

FSL-10 H. CUEPPENS 45 MD

ACTION 1: SEE CAMPAIGN 2, ACTION 1

ACTION 2: BY DECEMBER (AND CONTINUING AS NECESSARY) AND IN CONJUNCTION WITH CAMPAIGN NO. 3N ACTION 2, CUEPPENS WILL PREPARE A LOGISTIC SURVEY OF PARAGUAY, DENOMINATING RESPECTIVE COLUMES OF VARIOUS TYPES OF CONSTRUCTION MATERIALS TO BE TRANSPORTED TO HYDRO-ELECTRIC PROJECT CONSTRUCTION SITES, NOTING LIKELY TRANSPORTATION MODES AND ROUTES, THEREBY IDENTIFYING NUMBER AND TYPE OF SUBJECT EQUIPMENT CATEGORY WHICH WILL BE REQUIRED TO TRANSPORT NECESSARY RAW MATERIALS TO CONSTRUCTION SITES, BASED ON BEST AVAILABLE CONSTRUCTION SCHEDULE ESTIMATES.

ACTION 3: ON OR ABOUT MARCH 1, THE AMBASSADOR, DCM, OR COMMERCIAL ATTACHE, WILL HOST A RECEPTION FOR PARAGUAYAN REPRESENTATIVES OF AMERICAN MANUFACTURERS OF SUBJECT PRODUCT CATEGORY, WITH INFLUENTIAL PARAGUAYAN GOVERNMENT OFFICIALS AND REGIONAL REPRESENTATIVES (E.G. FROM SAO PAULO) OF SUBJECT AMERICAN FIRMS TO ALSO BE INVITED TO ATTEND. (PLANNED COST \$100).

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ACTION 4: BASED ON INFORMATION PROVIDED BY SMITH (ACTION 1) AND CUEPPENS (ACTION 2), WILSON WILL, BY FEBRUARY 1, PREPARE AND TRANSMIT TO USDOC A MODIFIED MARKET SURVEY TO ENABLE USDOC TO ALERT APPROPRIATE US FIRMS AS TO POTENTIAL DEMAND FOR SUBJECT EQUIPMENT CATEGORY. BASED ON USDOC ADVICE AS TO WHICH US EQUIPMENT MANUFACTURERS SHOW INTEREST IN ESTABLISHING REPRESENTATIVES IN PARAGUAY, SMITH AND WILSON WILL DISTRIBUTE AND DISCUSS WITH POTENTIAL PARAGUAYAN REPRESENTATIVES PROMOTIONAL MATERIAL TO BE MADE AVAILABLE BY INTERESTED US FIRMS. BASED ON THIS SERIES OF INTERVIEWS, WILSON WILL REPORT TO USDOC THOSE FIRMS INTERESTED IN ESTABLISHING NEW REPRESENTATIONS, AND THE NAMES OF EQUIPMENT MANUFACTURERS WITH WHOM THEY WISH TO CORRESPOND.

ACTION 5: UPON COMPLETION OF MODIFIED MARKET SURVEY (ACTION 3, ABOVE) JACOBY (PAO) TO ARRANGE A SEMINAR (SIMILAR TO THAT DESCRIBED IN CAMPAIGN NO. 2, ACTION 3) FOR PRESENTLY ESTABLISHED PARAGUAYAN FIRMS REPRESENTING AMERICAN MANUFACTURERS OF SUBJECT PRODUCT CATEGORY.

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